

Providing effective competition in rural and regional Australia

Ted Younger

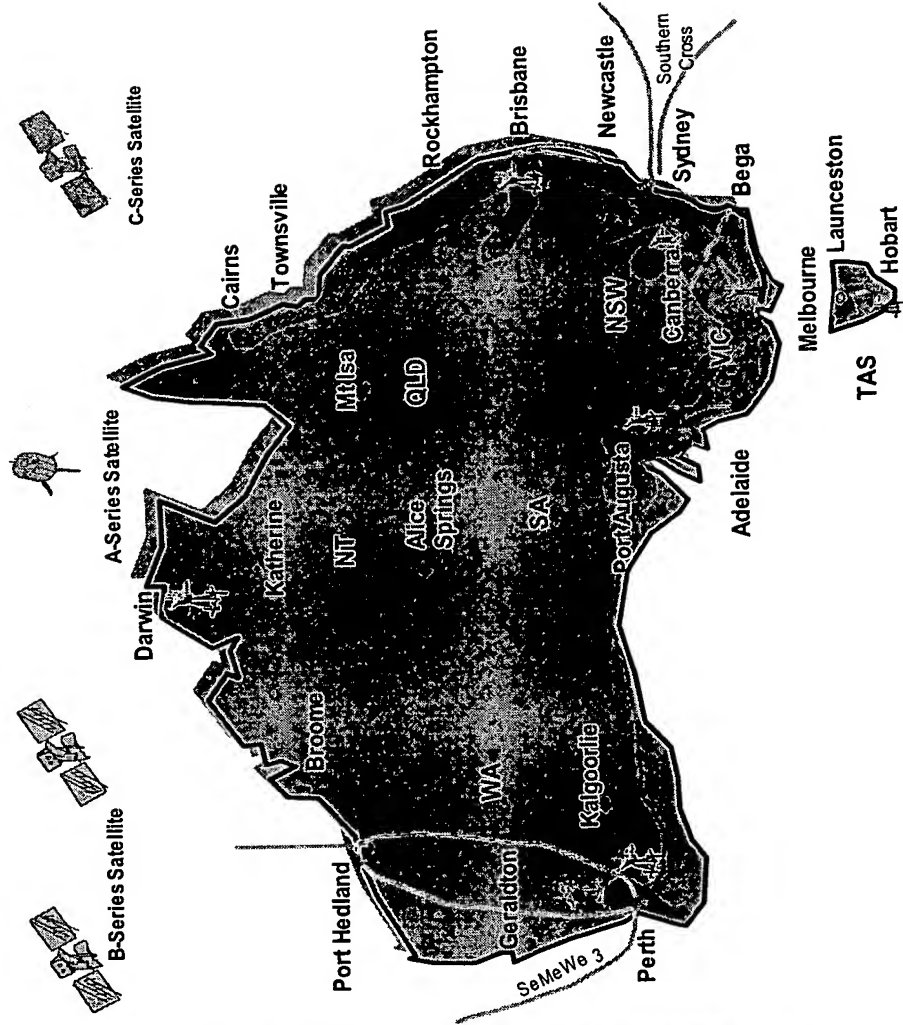
Regional Funding Acquisition Manager

Jun 04

Let's talk about *innovation* for your business.

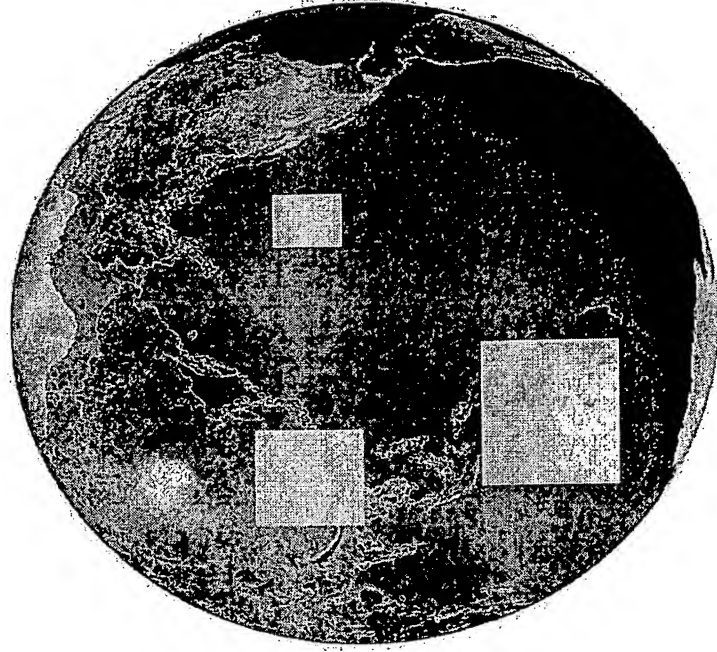


Delivering services in regional and rural Australia



Switching Systems/ Local Fibre Ring in CBD	Mobile Digital (GSM) coverage	National Earth Stations	International Earth Stations	International Fibre Optic Cable	Fibre Optic	SDH Digital Microwave Link

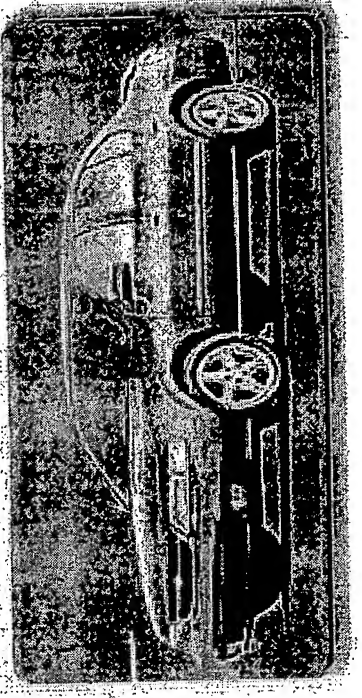
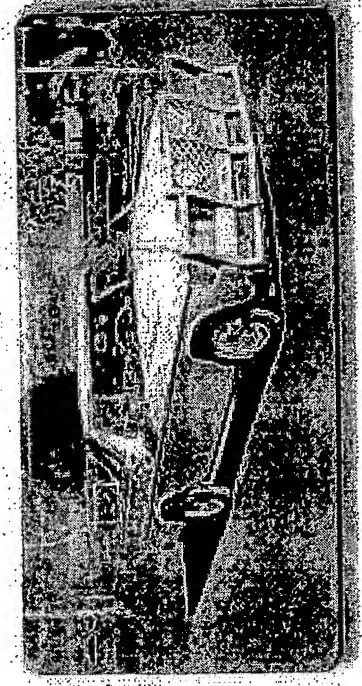
Optus Satellites: Our Distinctive Contribution



- Four satellites
- FTA and subscription-TV
- Advanced broadband applications
- Announced D1 & D2 satellites to be built and launched over the next few years

Broadband - is it really that hard to understand?

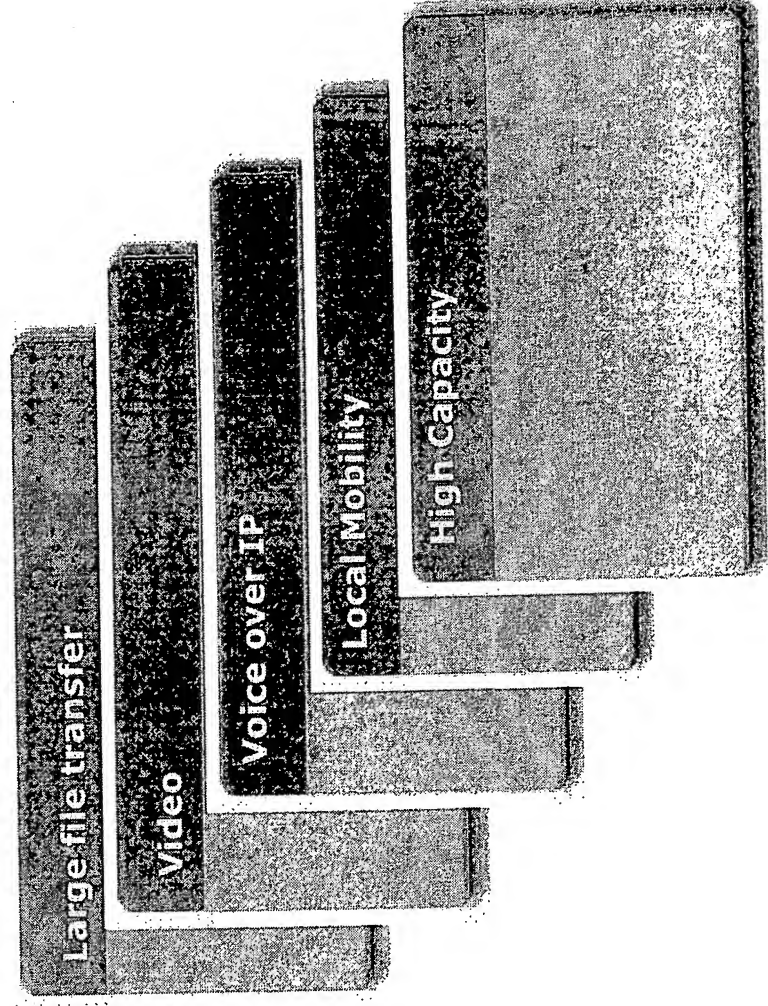
- A four lane highway past your house
- Enabling choice
- Bringing a level of equality to all Australians, wherever they live



Broadband is the current buzzword What's it all mean?

Broadband is just a four lane communications highway to your home or office – it's what you drive and how you drive it that makes the difference.

Functionality



Broadband supports most business outcomes

Business Outcomes

- Medical
- Education
- Law enforcement
- Emergency service
- Defence
- Security
- Major projects (Gas Pipelines etc)
- Community shared resources

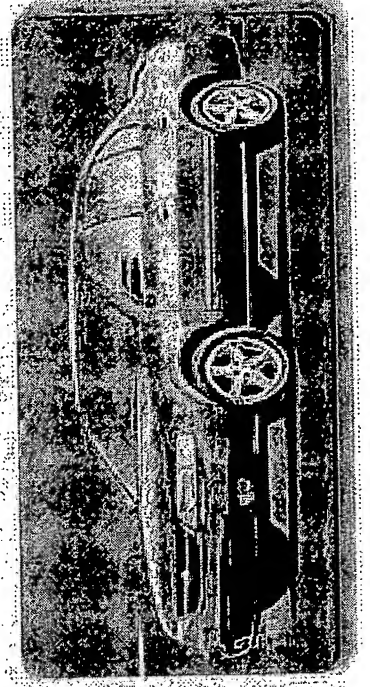
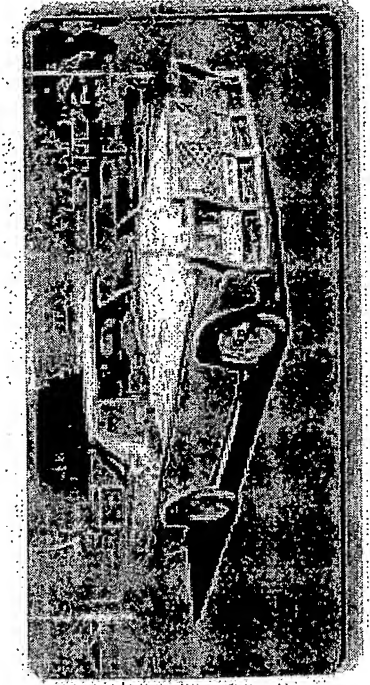
Uses

- Mobility
- Work sharing
- Teaching
- Diagnosis
- Analysis
- Surveillance
- Reliable high speed connection to the world

The choice of Optus broadband is broadening

- DSL:
 - Optus Business Broadband
 - Optus (extended access business)
 - Optus aDSL - retail
- Satellite
 - Larger services for larger organisations or communities
 - Two-way always on
 - One-way with dial-up return path

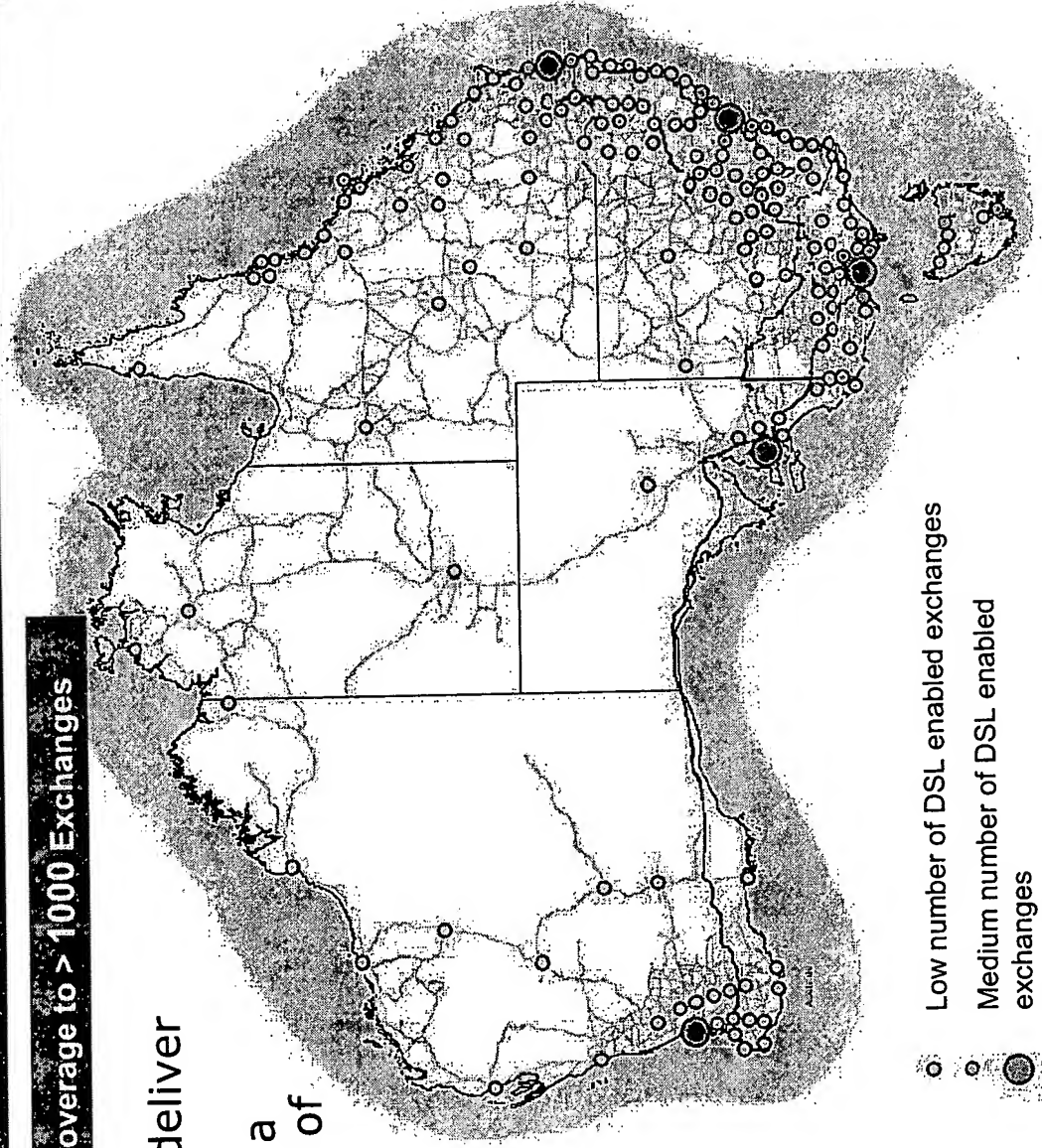
Not Avoons






Optus DSL services

Broadband Coverage to > 1000 Exchanges

- ☒ Optus can deliver broadband services to a wide range of business locations across Australia

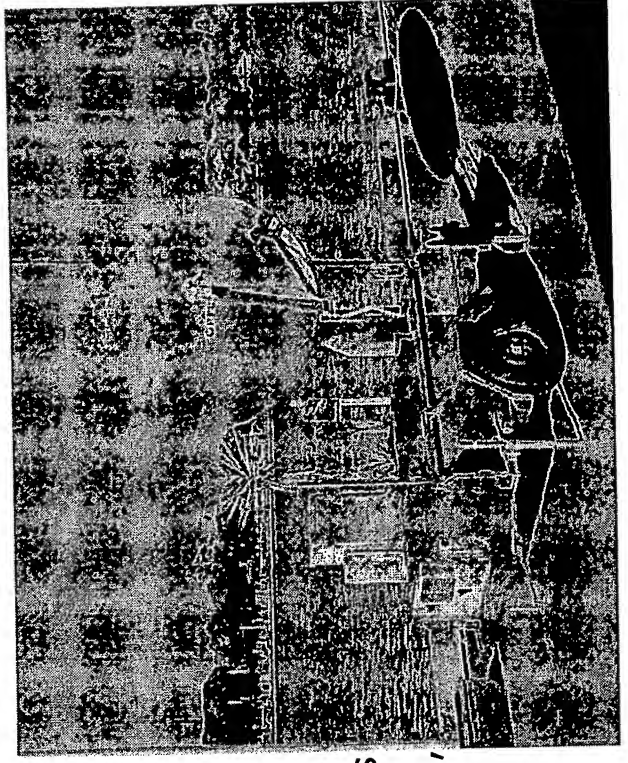


-  Low number of DSL enabled exchanges
-  Medium number of DSL enabled exchanges
-  High number of DSL enabled exchanges

Broadband over Optus Satellite

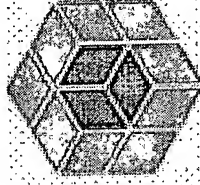
- SatData is a high bandwidth service available anywhere in Australia from Optus. High bandwidth services to regional and remote towns and communities
 - Capability to reticulate services in town via wireless local loop or similar
 - Supports government initiatives for enhanced, differentiated services
- SatWeb is a range of IP-based satellite communications services.
 - SatWeb two-way broadband services
 - for home; or
 - business
- Optus is working on a range of services for retail and small business customers, using the HiBIS funds.

**Optus
Satellite
Broadband**

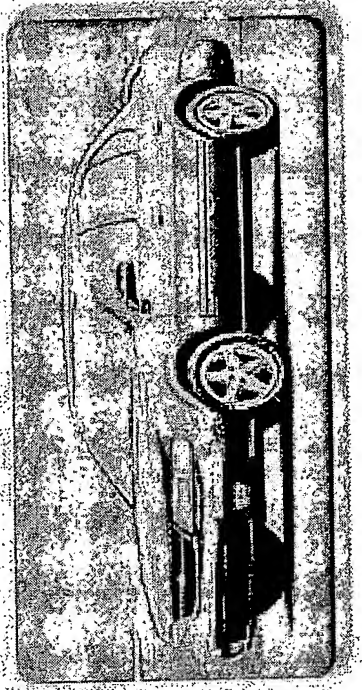
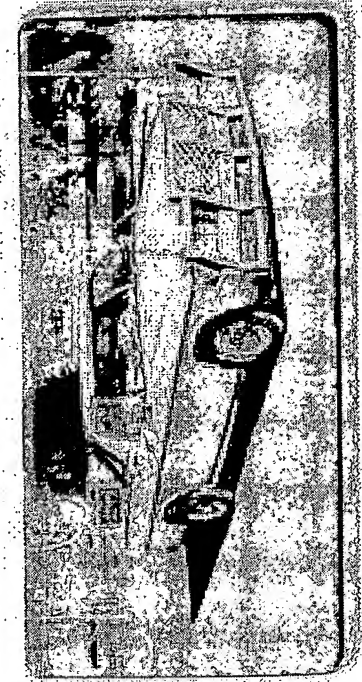
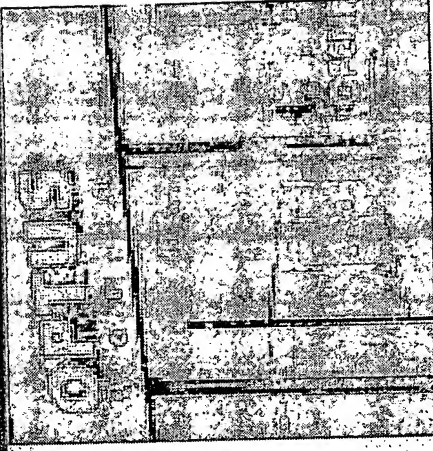


Our Business Model

- Optus Worlds
- Business partners
- Working together



Leighton Holdings Limited

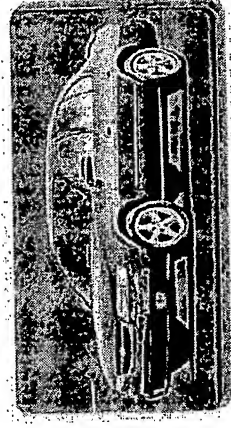


Optus and Broadband offer regional Australia Choice and Competition

- The broadband highway will enable choice in:
 - Carrier
 - Services
 - Technology
 - Service Performance
- Optus sees the Federal Government's funding initiatives as an excellent vehicle to expand its capability to deliver modern services into regional Australia
- Optus is delighted to be in Stawell, assisting ATUG to spread the broadband story and seeking like minded people to partner with us in our broadband journey



**Choice + Competition
=
Ongoing Service and
Performance**



Optus means business in the bush

Let's talk about *innovation* for your business.

